

**2010 STUDY OF THE U.S. INSTITUTE  
FOR STUDENT LEADERS ON NEW MEDIA**

Host Institution: To be determined

May – June, 2010

**Deadline for Applications: January 29, 2010****1. Institute Objectives**

This Study of the U.S. Institute for Student Leaders on New Media is an intensive, rigorous five-week program whose purpose is to provide groups of undergraduate student leaders with a deeper understanding of the United States while simultaneously enhancing their leadership skills. The program's ultimate goal is to underscore the impact of new technologies on journalism, and give participants new skills such as working with on-line photos and videos; 'twittering;' publishing blogs; utilizing social networking and other internet sites; and other new technologies.

**2. Program Description**

The Institute on New Media will consist of a balanced series of seminar discussions, readings, group presentations, and lectures with integrated study tours to other parts of the United States for a group of 20 students from three participating countries i.e. Indonesia, Malaysia, and the Philippines. The program includes four weeks of academic residency component and one week of domestic travel component that will conclude with a 2-3 day program in Washington, D.C.

The Study of the U.S. Institute on New Media will examine major topics in journalism, including the concept of a free press, First Amendment rights, the media's relationship to the public interest, and media business models. The Institute will cover all elements of journalism: researching, writing, editing, and reporting with particular emphasis on new forms of media.

The Institute is tentatively scheduled for May and June of 2010. The host institution and location will be announced at a later date, pending final grants approval.

### 3. Housing and meal arrangements

Housing will typically be in college or university owned housing. Participants may be expected to share a room and bathroom with another student of the same gender. Most meals will be provided at campus facilities, though participants may have access to a kitchen to cook some meals on their own. Care will be taken to ensure that any special requirements regarding diet, daily worship, housing, and medical care are satisfied. Full details will be provided once the grant has been approved.

### 4. Health Insurance

All participants will receive the Department of State's insurance coverage of USD50,000 with a USD15 co-pay for the duration of the program. Pre-existing conditions are not covered.

### 5. Funding

The Study of the U.S. Institute will cover all participant costs, including: program administration; international travel costs, domestic travel and ground transportation; book, cultural, mailing and incidental allowances; housing and subsistence.

### 6. Program requirements and restrictions

Participants are expected to participate fully in the academic program. They are expected to attend all lectures and organized activities, and complete assigned readings. Candidates should be aware that the institute is very intensive and that there will be little time for personal pursuits unrelated to the program. Under no circumstances are participants allowed to arrive in the U.S. prior to the start date of the Institute or remain in the U.S. after its end date.

Similarly, participants will not be allowed to leave the Institute to visit relatives or friends while in the U.S. If a relative or friend wishes to visit them, it will be addressed on a case by case basis, in consultation with ECA and the program director.

Violations of host institution rules or local, state or federal laws can be grounds for immediate dismissal from the program. It is important that applicants understand and accept these requirements and restrictions.

### 7. Candidate qualifications

(A) Candidates are expected to be highly motivated and exemplary undergraduate students from colleges, universities, and other institutions of higher education. While all candidates must have a strong interest in new media, their fields of study can include disciplines such as Graphic Design, Information Technology or Computer Science, International Affairs, Journalism, Literature, Media, Photography, and Public Relations.

(B) Candidates nominated for this program must:

- be a Malaysian citizen;
- have a strong interest in the new media;
- be fluent in English;
- be 25 years of age or younger;
- have at least one semester remaining in their university studies and be committed to returning home to complete their degree;
- demonstrate strong leadership qualities;
- indicate a serious interest in learning about the United States;
- have a sustained high level of academic achievement, as indicated by grades, awards, and teacher recommendations;
- have demonstrated commitment to community and extracurricular university activities;
- have had little or no prior study or travel experience in the United States or elsewhere outside of their home country;



- be mature, responsible, independent, confident, open-minded, tolerant, thoughtful, and inquisitive;
- be willing and able to fully participate in an intensive academic program, community service, and educational travel; and
- be comfortable with campus life, prepared to share living accommodations, and able to make adjustments to cultural and social practices different from those of their home country.

## 8. To apply for the institute

Applicants should submit an application for this program by fax or e-mail. The application deadline is January 29, 2010. The application form may be viewed and downloaded from <http://malaysia.usembassy.gov/susi.html>.

Applications must include the following documents:

1. Application Form which includes a one-page maximum personal statement
2. Scanned copy of biographic page of passport
3. Scanned copy of transcript of completed university years/semesters
4. 2 recommendation letters (one must be from university)

To submit an application or to request more program details, all interested candidates are welcome to contact Exchanges Specialist Anni Bel Pereira, Public Affairs, American Embassy, 376 Jalan Tun Razak, 50400 Kuala Lumpur. Tel: (03) 2168-5102; fax: (03) 2168-5158 e-mail: [pereiraab2@state.gov](mailto:pereiraab2@state.gov)

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